



WCVB
5 TV Place
Needham, MA 02492
Main: (781)449-0400
Billing: (781)433-4283

www.thebostonchannel.com

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
968233-1	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	Candidate Orders	2264

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	968233	WOC10036288

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
1	10/30/12	11/05/12	5a Eyeopener	5-6a	MTWTF--	:30	3	\$700.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date 10/30/12 End Date 11/05/12 MTWTFSS MTWTF-- Spots/Week 3 Rate \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB W 10/31/12 5:38 AM 5a Eyeopener 5-6a :30 OFA12G182H \$700.00 NM									
3 WCVB Th 11/01/12 5:13 AM 5a Eyeopener 5-6a :30 OFA12G182H \$700.00 NM									
1 WCVB M 11/05/12 5:25 AM 5a Eyeopener 5-6a :30 OFA12G194H \$700.00 NM									
2	10/30/12	11/04/12	5a Weekend Eyeopener	Sa/Su 5a-6a	-----SS	:30	2	\$50.00	NM
Class of Time- Immediately Pre-emptible No Makegood Required									
Weeks: Start Date 10/29/12 End Date 11/04/12 MTWTFSS -----SS Spots/Week 2 Rate \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Sa 11/03/12 5:27 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 OFA12G194H \$50.00 NM									
1 WCVB Su 11/04/12 5:51 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 OFA12G194H \$50.00 NM									
3	10/30/12	11/04/12	6a Eyeopener	558-7a	-TWTF--	:30	3	\$900.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 10/30/12 End Date 11/05/12 MTWTFSS -TWTF-- Spots/Week 3 Rate \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/30/12 6:41 AM 6a Eyeopener 558-7a :30 OFA12G182H \$900.00 NM									
1 WCVB W 10/31/12 5:58 AM 6a Eyeopener 558-7a :30 OFA12G182H \$900.00 NM									
3 WCVB F 11/02/12 6:23 AM 6a Eyeopener 558-7a :30 OFA12G194H \$900.00 NM									
4	10/30/12	11/04/12	6a Weekend Eyeopener	558-7a	-----SS	:30	1	\$350.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 10/29/12 End Date 11/04/12 MTWTFSS -----SS Spots/Week 1 Rate \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 11/03/12 6:08 AM 6a Weekend Eyeopener 558-7a :30 OFA12G182H \$350.00 NM									
5	10/30/12	11/04/12	Good Morning America	658-9a	-TWTF--	:30	3	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date 10/30/12 End Date 11/05/12 MTWTFSS -TWTF-- Spots/Week 3 Rate \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WCVB Tu 10/30/12 7:58 AM Good Morning America 658-9a :30 OFA12G170H \$800.00 NM									
1 WCVB W 10/31/12 7:58 AM Good Morning America 658-9a :30 OFA12G170H \$800.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
5	10/30/12	11/04/12	Good Morning America	658-9a	- TWTF--	:30	3	\$800.00	NM
Class of Time - Immediately Pre-emptible without notice									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB F 11/02/12 8:59 AM Good Morning America 658-9a :30 0FA12G170H \$800.00 NM									
6	10/30/12	11/04/12	Weekend GMA	7-8a	-----SS	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----SS 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 11/03/12 6:59 AM Weekend GMA 7-8a :30 0FA12G171H \$600.00 NM									
7	10/30/12	11/04/12	LIVE WITH KELLY & MICHAEL	9A-10A	- TWTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 - TWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/31/12 9:59 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 0FA12G182H \$500.00 NM									
2 WCVB F 11/02/12 9:51 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 0FA12G194H \$500.00 NM									
8	10/30/12	11/04/12	STEVE HARVEY DAY	10-11a	- TWTF--	:30	2	\$150.00	NM
Class of Time- Immediately Pre-emptible No Makegood Required									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 - TWTF-- 2 \$150.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/30/12 10:11 AM STEVE HARVEY DAY 10-11a :30 0FA12G182H \$150.00 NM									
1 WCVB W 10/31/12 10:46 AM STEVE HARVEY DAY 10-11a :30 0FA12G170H \$150.00 NM									
9	10/30/12	11/05/12	The View	1058-12n	MTWTF--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 MTWTF-- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/30/12 10:59 AM The View 1058-12n :30 0FA12G150H \$1,200.00 NM									
1 WCVB W 10/31/12 11:59 AM The View 1058-12n :30 0FA12G182H \$1,200.00 NM									
10	10/30/12	11/04/12	Midday News	1158a-1230p	- TWTF--	:30	4	\$400.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 - TWTF-- 4 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/30/12 12:15 PM Midday News 1158a-1230p :30 0FA12G150H \$400.00 NM									
1 WCVB W 10/31/12 12:28 PM Midday News 1158a-1230p :30 0FA12G150H \$400.00 NM									
3 WCVB Th 11/01/12 12:13 PM Midday News 1158a-1230p :30 0FA12G182H \$400.00 NM									
4 WCVB F 11/02/12 12:16 PM Midday News 1158a-1230p :30 0FA12G182H \$400.00 NM									
11	10/30/12	11/04/12	Millionaire	1228-1p	- TWTF--	:30	2	\$500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 - TWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/30/12 12:47 PM Millionaire 1228-1p :30 0FA12G182H \$500.00 NM									
1 WCVB W 10/31/12 12:54 PM Millionaire 1228-1p :30 0FA12G182H \$500.00 NM									
12	10/30/12	11/04/12	SUNDAY VARIOUS	1230p-6P	-----S	:30	2	\$125.00	NM
Class of Time- Immediately Pre-emptible No Makegood Required									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S 2 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 11/04/12 2:54 PM SUNDAY VARIOUS 1230p-6P :30 0FA12G182H \$125.00 NM									

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Obama/D/President		Candidate Orders	2264

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
12	10/30/12	11/04/12	SUNDAY VARIOUS	1230p-6P	-----S	:30	2	\$125.00	NM
Class of Time- Immediately Pre-emptible No Makegood Required									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Su 11/04/12 3:54 PM SUNDAY VARIOUS 1230p-6P :30 0FA12G194H \$125.00 NM									
13	10/30/12	11/04/12	1-2p	1-2p	-TWTF--	:30	2	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 -TWTF-- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/30/12 12:59 PM 1-2p 1-2p :30 0FA12G182H \$900.00 NM									
2 WCVB W 10/31/12 1:57 PM 1-2p 1-2p :30 0FA12G182H \$900.00 NM									
14	10/30/12	11/04/12	KATIE COURIC DAY	3-4p	-TWTF--	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 -TWTF-- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/31/12 3:29 PM KATIE COURIC DAY 3-4p :30 0FA12G182H \$600.00 NM									
2 WCVB Th 11/01/12 3:23 PM KATIE COURIC DAY 3-4p :30 0FA12G182H \$600.00 NM									
15	10/30/12	11/04/12	ELLEN EF	4P-5P	-TWTF--	:30	2	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 -TWTF-- 2 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/30/12 4:31 PM ELLEN EF 4P-5P :30 0FA12G182H \$1,200.00 NM									
2 WCVB F 11/02/12 4:38 PM ELLEN EF 4P-5P :30 0FA12G182H \$1,200.00 NM									
16	10/30/12	11/05/12	Newscenter 5 at 5	5-6p	MTWTF--	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 MTWTF-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/30/12 5:45 PM Newscenter 5 at 5 5-6p :30 0FA12G150H \$1,500.00 NM									
2 WCVB W 10/31/12 5:28 PM Newscenter 5 at 5 5-6p :30 0FA12G182H \$1,500.00 NM									
17	10/30/12	11/04/12	6p News Weekend	6-630p	-----S	:30	2	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----S 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Su 11/04/12 6:11 PM 6p News Weekend 6-630p :30 0FA12G194H \$1,000.00 NM									
1 WCVB Su 11/04/12 6:23 PM 6p News Weekend 6-630p :30 0FA12G182H \$1,000.00 NM									
18	10/30/12	11/04/12	M-F Inside Edition	658-730p	-TWTF--	:30	2	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 -TWTF-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/31/12 7:13 PM M-F Inside Edition 658-730p :30 0FA12G150H \$1,500.00 NM									
2 WCVB Th 11/01/12 7:22 PM M-F Inside Edition 658-730p :30 0FA12G182H \$1,500.00 NM									
19	10/30/12	11/04/12	Chronicle	728-8p	-TWTF--	:30	3	\$1,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/30/12 11/05/12 -TWTF-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Tu 10/30/12 7:54 PM Chronicle 728-8p :30 0FA12G182H \$1,500.00 NM									
3 WCVB Th 11/01/12 7:43 PM Chronicle 728-8p :30 0FA12G150H \$1,500.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Obama/D/President	Candidate Orders	2264	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
19	10/30/12	11/04/12	Chronicle Class of Time - Pre-emptible with notice	728-8p	- TWTF- -	:30	3	\$1,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 11/02/12 7:29 PM Chronicle 728-8p :30 0FA12G194H \$1,500.00 NM									
20 10/30/12 10/30/12 Happy Endings / Don't 858-10p - T----- :30 1 \$7,000.00 NM Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 - T----- 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/30/12 Happy Endings / Don't 858-10p :00 \$7,000.00 NM Credited									
22	10/30/12	11/04/12	Once Upon A Time	758-9p	-----S	:30	1	\$7,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$7,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 11/04/12 7:58 PM Once Upon A Time 758-9p :30 0FA12G194H \$7,000.00 NM									
23	10/30/12	11/04/12	666 Park Ave	958-11p	-----S	:30	1	\$6,000.00	NM
Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 11/04/12 10:45 PM 666 Park Ave 958-11p :30 0FA12G194H \$6,000.00 NM									
24	10/30/12	11/04/12	Sportscenter 5 OT	1135p-12m	-----S	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 11/04/12 11:53 PM Sportscenter 5 OT 1135p-12m :30 0FA12G182H \$1,200.00 NM									
25	10/30/12	11/04/12	Newscenter 5 at 11	11-1130p	- TWTF- S	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 - TWTF- S 1 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/31/12 11:27 PM Newscenter 5 at 11 11-1130p :30 0FA12G182H \$2,500.00 NM									

Total Spots **46**

Payment Terms 30 Days

<u>Gross Total</u>	\$49,400.00
<u>Agency Commission</u>	\$7,410.00
<u>Net Amount Due</u>	\$41,990.00